

ABSTRACT

A system and method for distribution and management of electronic vouchers (coupons) provides for embedding a Promotion Code Generator in a Carrier Application in the form of software, installing the Carrier Application on a user's computing device, using the Promotion Code Generator to generate a promotion code when the user operates the software in a predetermined manner, and validating a promotion award upon submission of the promotion code by the user to an Award Service Website for exchange and/or redemption. In the preferred system, the Carrier Application is mobile game software that is installed or downloaded to a mobile computing device. Promotion partners can initiate promotions through a Promotion Partners Website by selecting the game software, and specifying parameters for preloading it with promotions. The status of a promotion is tracked via a Promotion Bank in the promotion partner's account. The games are installed on users' mobile devices either by direct installation or by downloading from authorized distribution sites. The code generator in the game software generates promotion codes whenever the user operates the game successfully. Users can validate their awards online at the Award Service Website which updates the Promotion Bank in the partner's promotion account.